

SERC 2027 MAKE waves

• New Ideas • New Influence • New Outcomes •

March 22-24, 2027 Ponte Vedra Beach, FL

Manager Approval Toolkit

Build the Business Case for Attending

Attending the SMPS Southeast Regional Conference (SERC) is more than a professional development opportunity. It is an **investment in your firm's continued growth, innovation, and success.**

SERC brings together A/E/C marketing, business development, and firm leadership professionals from across the Southeast to share **practical strategies, industry insights, and meaningful connections** that extend well beyond the conference.

Whether your role focuses on proposals, business development, communications, client engagement, or leadership, SERC provides **actionable ideas that can be implemented immediately** to help your firm **compete more effectively.**





THE BUSINESS CASE



One Conference.

Value that comes back to your firm.

01 | PRACTICAL SOLUTIONS

Bring back actionable ideas, tools, and strategies that can strengthen pursuits, marketing, business development, and client engagement.

02 | REGIONAL INSIGHT

Learn from A/E/C leaders and peers who understand the opportunities and challenges facing firms throughout the Southeast.

03 | STRONGER RELATIONSHIPS

Build connections with industry peers, potential teaming partners, and professional resources that continue well beyond the conference.



“The return is measured by the improvements attendees bring back to their firms.”



WHY YOUR FIRM BENEFITS

Ideas that move from the conference into the firm.

Invest in Solutions That Drive Results

SERC equips attendees with practical strategies they can immediately apply to **improve pursuits, strengthen client relationships, enhance marketing efforts, and support business development**. The return on investment is measured not by attending the conference, but by the **improvements attendees bring back** to their firms.

Learn from Industry Leaders and Regional Peers

Gain **valuable insights from experienced speakers** while connecting with professionals who face many of the same challenges and opportunities. Some of the most valuable learning happens outside the classroom, where **peers openly share ideas, lessons learned, and proven approaches** that can be applied immediately.

Strengthen Your Firm's Competitive Edge

Stay current on **emerging trends, technology, leadership practices, business development strategies, and marketing innovations** that help firms remain competitive in an evolving industry.

Build Relationships That Create Long-Term Value

SERC's collaborative environment makes it easy to build meaningful relationships with **industry peers, future teaming partners, and trusted professional resources** throughout the Southeast.

Those connections often become lasting relationships that continue to provide **value long after the conference concludes**.

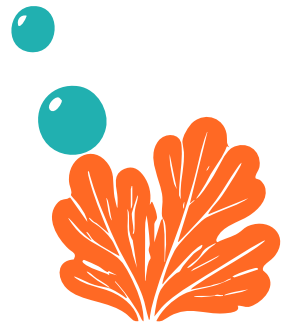
NEW IDEAS • NEW INFLUENCE • NEW OUTCOMES

MULTIPLY THE RETURN

One registration can create value across your entire firm.

The value of attending extends beyond one individual. Attendees can share what they learn by:

- **Hosting an internal lunch-and-learn**
- **Sharing new tools, resources, and best practices**
- **Introducing process improvements**
- **Applying new ideas to active pursuits**
- **Helping colleagues implement strategies that improve performance**



WHAT MAKES SERC DIFFERENT?

A more personal, collaborative conference experience.

Regional conferences offer a more personal and collaborative experience than larger national events.

Attendees have **greater access to speakers, more opportunities for meaningful conversations, and stronger networking** with professionals from firms throughout the Southeast. Rather than simply attending presentations, participants become part of an **engaged community that continues sharing ideas** and supporting one another throughout the year.

The result is more than professional development. It's the opportunity to build **a trusted network of industry peers** who become valuable resources long after the conference ends.





5 TIPS FOR BUILDING YOUR CASE

1. Connect the Conference to Your Role

Review the conference program and identify the sessions, speakers, and networking opportunities that align with your responsibilities and your firm's strategic goals.

2. Focus on Business Value

Explain how attending will help your firm improve pursuits, strengthen client relationships, increase efficiency, develop future leaders, or support long-term growth.

3. Prepare a Realistic Budget

Provide an estimate for registration, hotel, transportation, and meals so your manager has a complete picture of the investment.

4. Commit to Sharing What You Learn

Offer to prepare a presentation, lunch-and-learn, or written summary highlighting key takeaways and recommendations that benefit the entire team.

5. Develop a Coverage Plan

Show how your responsibilities will be managed while you're away to ensure projects and client commitments continue without interruption.

PREPARE FOR THE CONVERSATION

Questions Your Manager May Ask

How will attending benefit the firm?

SERC provides **practical ideas, proven strategies, and valuable industry connections** that can strengthen marketing, business development, pursuit strategy, leadership, and client engagement.

How will the investment continue after the conference?

Attendees can share key takeaways, introduce **new tools** and **best practices**, **improve internal processes**, and **provide recommendations** that benefit colleagues across the organization.

How will work be covered while you're away?

Prepare a plan that identifies who will monitor deadlines, respond to urgent requests, and provide support **while you attend the conference.**

Why attend a regional conference?

SERC creates opportunities for **meaningful conversations** and **lasting professional relationships** in a collaborative setting. The connections built at the conference often become **trusted resources** that continue providing value throughout the year.

Estimated Investment

Know the estimated investment before meeting with your manager so you're prepared for questions and can clearly communicate the value of attending.

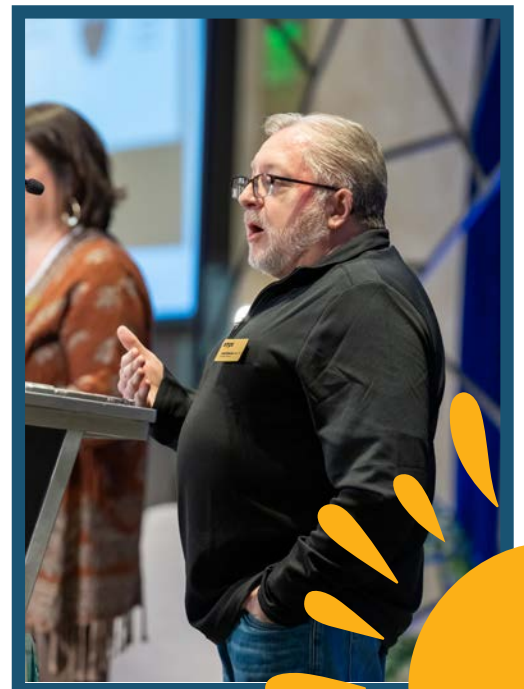
Conference Registration : _____

Hotel : _____

Airfare/Transportation : _____

Meals : _____

Estimated Total : _____



SAMPLE MANAGER APPROVAL EMAIL

Subject: **Request to Attend the 2027 SMPS Southeast Regional Conference**

Hi [Manager Name],

I would like to request approval to attend the 2027 SMPS Southeast Regional Conference (SERC).

SERC brings together marketing, business development, and firm leaders from across the Southeast to share practical strategies, innovative ideas, and best practices that help A/E/C firms strengthen pursuits, improve client engagement, and support long-term growth.

Based on the conference program, I believe attending will provide immediate value to our team by helping me:

- > Learn practical strategies that strengthen our marketing and business development efforts.
- > Gain insights from firms addressing challenges similar to our own.
- > Build relationships with industry peers and potential teaming partners throughout the Southeast.
- > Discover new tools, technologies, and best practices that improve efficiency and support firm growth.

Following the conference, I will prepare a summary of key takeaways and recommendations that can be shared with our team to ensure the value of attending extends throughout the organization.

The estimated total investment to attend is approximately \$[X], including registration, travel, hotel, meals, and related expenses.

I will coordinate coverage for my responsibilities while I am away to ensure deadlines and client commitments continue uninterrupted.

I believe attending SERC is a worthwhile investment that will provide practical ideas, valuable industry connections, and long-term benefits for our firm.

Thank you for your consideration.

Best,

[Your Name]

*Make the Case.
Make the Investment.
Make Waves.*



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